

JUNE 12, 1995

TO: LORI O'CONNOR  
FROM: ART GROLL  
RE: GLOBE WHOLESALE (227120) - FOCUS PROGRAM PAYMENT EXCEPTION

DEAR LORI,

AS WE DISCUSSED IN OUR TELEPHONE CONVERSATION TODAY, I FEEL GLOBE WHOLESALE'S PAYMENT FOR THE SUBJECT PROGRAM SHOULD BE ADJUSTED TO INCLUDE UPDATED PURCHASES AS LISTED IN AIM REPORT 185 (10/31/94 - 4/28/95) DATED 6/9/95. A COPY OF THIS REPORT IS ATTACHED FOR YOUR REVIEW.

AS YOU KNOW, THE T06 REPORT USED TO DETERMINE PAYMENT DID NOT INCLUDE DATA FOR 4/23 AND 4/30. THE I / R ADVISES THAT THIS INFORMATION WAS INCLUDED WITH GLOBE'S SUBMISSION FOR 5/1 AND WAS UPDATED AS OF 5/22. A T06 PULLED UP TODAY DID NOT INCLUDE THESE WEEKS. LISTED BELOW IS A SUMMARY OF AIM DATA AS WELL AS MSA VOLUME INFORMATION FOR THE PROGRAM PERIOD.

	AIM REPORT T06 <u>UPDATED 6/9/95</u>	AIM REPORT 185 <u>UPDATED 6/9/95</u>	<u>VARIANCE</u>
RJR FULL PRICE	191,397	215,929	24,532
RJR SAVINGS	12,536	14,445	1,909
TOTAL RJR	203,933	230,374	26,441
ENDING S.O.M.	10.80%	10.81%	0.01%

	PURCHASES MSA VOLUME 10/31/94-4/28/95	SALES AIM 185 6/9/95	SALES % OF PURCHASES	INVENTORY ENDING 4/28/95	BEGINNING 10/31/94
RJR FULL PRICE	229,680	215,919	94.00%		NOT
RJR SAVINGS	17,040	14,445	84.80%		AVAIL
TOTAL RJR	246,240	230,374	93.60%	24,018	

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GLOBE WHOLESALE  
CONTINUED

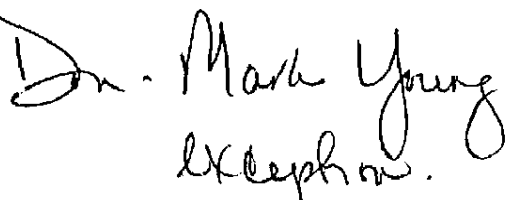
GLOBE'S OWNER, LENNY SCHWARTZ, HAS ASSURED ME THAT HE IS COMMITTED TO A SUCCESSFUL PARTNERSHIP WITH R.I.R. HE HAS ASSIGNED MANAGEMENT PERSONNEL TO SUPERVISE THE HANDLING OF OUR PROMOTIONS AND PRE-BOOKED ORDERS. HE HAS EXPRESSED CONCERN OVER PAST LATE DATA SUBMISSIONS AND APPEARS DETERMINED TO CORRECT THIS PROBLEM IN THE FUTURE. I HAVE ADVISED HIM THAT PARTNERS INFORMATION PAYOUTS WILL BE WITHHELD IF DATA IS NOT RECEIVED IN A TIMELY MANNER.

GLOBE WHOLESALE IS A MAJOR PLAYER IN OUR MARKET AND SHOULD BE OUR PARTNER. I RECOMMEND THAT FOCUS II PAYMENT BE INCREASED TO INCLUDE TOTAL PROGRAM VOLUME AS STATED IN AIM 185 DATED 6/9/95.

THANK YOU IN ADVANCE FOR YOUR HELP IN THIS MATTER.

SINCERELY,

  
A.P. GROLL

 Dr. Mark Young has approved this exception.

Lozi

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TD6 AIM130P4  
PROD CAMLIBACCOUNT INFORMATION MANAGEMENT  
FOCUS PLAN A SOM INQUIRY BY PERIOD

06/12/95 18:12

Next FN:

POSITION CURSOR HERE AND PRESS PF1 FOR TRAINING

Parent: 227120 GLOBE WHOLESALE CO BROOKLYN, NY

Ship to Account: 227120 GLOBE WHOLESALE CO. BROOKLYN, NY

SOM November 1994 Thru April 1995

Base Share of Market 10.6

Company Name	Full/Pr to Date	SOC	Savings to Date	SOC	Company to date	SOM
R.J. REYNOLDS	191397	10.6	12536	17.7	203933	10.8
PHILIP MORRIS	964202	53.5	27768	39.3	991970	53.0
LORILLARD	466816	25.9			466816	24.9
LIGGETT & MYER	16100	0.8	43		16143	0.8
B.A.T.	162070	9.0	30254	42.8	192324	10.2
OTHER MISC MAN	20				20	
Totals	1800605	96.2	70601	3.7	1871206	

Some weeks have not been received

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---  
Help QUIT RETRN P Acc N Acc Date P Mth N Mth MAIN  
Press Enter to Display Required Months Figures

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Attachment 1

CAHS30B5 1

RJRT CUSTOMER ACCOUNT MANAGEMENT  
 SHARE OF MARKET / SHARE OF SEGMENT ANALYSIS  
 BRAND FAMILY SUMMARY  
 \*\*\* PROMOTION VOLUME INCLUDED \*\*\*

PAGE: 1  
 06/09/95 19:39

BY DIRECT ACCT: 227120 BLDGE WHOLESALE CO BROOKLYN, NY

++ TOTAL STORES ++		++ PERIOD 1 ++		++ PERIOD 2 ++							
PRD 1:	PRD 2: 1209	NO.DATA. - NO.DATA.		10/31/94 - 04/28/95						PER 2	PER 1
		#CTNS	SHARE	#CTNS	SHARE	+ / - CARTONS	+ / - SHARE			PK/CT RATIO	PK/CT RATIO
FULL PRICE											
ROTHMANS COMPANY				22		22				0/100	
R.J. REYNOLDS				215929	10.54%	215929	10.54			0/100	
PHILIP MORRIS				1096802	53.54%	1096802	53.54			0/100	
LORILLARD				530083	25.88%	530083	25.88			0/100	
LIGGETT				18293	0.89%	18293	0.89			0/100	
B.A.T.				187095	9.13%	187095	9.13			0/100	
-INDUSTRY FULL PRICE				2048224	96.18%	2048224				0/100	

BRANDED SAVINGS

R.J. REYNOLDS	14152	17.45%	14152	17.45	0/100
PHILIP MORRIS	32177	39.69%	32177	39.69	0/100
LIGGETT	55	0.06%	55	0.06	0/100
B.A.T.	34676	42.77%	34676	42.77	0/100
INDUSTRY BRANDED SAVINGS	81060	3.81%	81060		0/100

PL/BLK & WHT

R.J. REYNOLDS	293	100.00%	293	100.00	0/100
-INDUSTRY PL/BLK & WHT	293	0.01%	293		0/100
- INDUSTRY- SAVINGS	81353	3.82%	81353		0/100
-INDUSTRY- TOTAL	2129577	100.00%	2129577		0/100

COMBINED TOTALS(ALL BRANDS)

ROTHMANS COMPANY	22		22		0/100
R.J. REYNOLDS	230374	10.81%	230374	10.81	0/100
PHILIP MORRIS	1128979	53.01%	1128979	53.01	0/100
LORILLARD	530083	24.89%	530083	24.89	0/100
LIGGETT	18348	0.86%	18348	0.86	0/100
B.A.T.	221771	10.41%	221771	10.41	0/100
-COMBINED- INDUSTRY	2129577	100.00%	2129577		0/100

SALES UPDATE ACCESS 9999 \*\* WAREHOUSE DATA SUBJECT TO PROMOTION \*\* 1 UPC WARNING

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ARMAMENT 3

VSRI15N1

BASIC VOLUME INQUIRIES  
VOLUME HISTORY BY WEEK

06-12-95

17:40

DISPLAY: 2271200 - GLOBE WHOLESALE CO.

RJR FULL PRICE

12M CASE EQUIVALENTS

RANGE: 10-94 TO 04-95

\*\* = PARTIAL WEEK

END DATE                      SALES

10-07-94	142
10-14-94	97
10-21-94	136
10-28-94	157

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10-31-94 *	
11-04-94 *	114
11-11-94	128
11-18-94	140
11-25-94	145
11-30-94 *	104
12-02-94 *	36
12-09-94	146

END DATE

12-16-94	152
12-23-94	168
12-30-94	209
01-06-95	116
01-13-95	146
01-20-95	129
01-27-95	124
01-31-95 *	55
02-03-95 *	64
02-10-95	117
02-17-95	155
02-24-95	175

SALES

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---  
MENU HELP BACK DONE PG<- PG-> EXIT

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VSRI15N1

BASIC VOLUME INQUIRIES  
VOLUME HISTORY BY WEEK

06-12-95

17:40

DISPLAY: 2271200 - GLOBE WHOLESALE CO.

RJR FULL PRICE

12M CASE EQUIVALENTS

RANGE: 10-94 TO 04-95

\*\* = PARTIAL WEEK

END DATE	SALES
02-28-95 *	87
03-03-95 *	93
03-10-95	178
03-17-95	145
03-24-95	113
03-31-95	153
04-07-95	181
04-14-95	154
04-21-95	125
04-28-95	176

END DATE	SALES
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TOTAL 12M - 3828

TOTAL CARTONS - 229,680

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---  
MENU HELP BACK DONE PG<- PG-> EXIT

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ATTACHMENT 5

VSRI15N1

BASIC VOLUME INQUIRIES  
VOLUME HISTORY BY WEEK

06-12-95

17:42

DISPLAY: 2271200 - GLOBE WHOLESALE CO.

RJR SAVINGS

12M CASE EQUIVALENTS

RANGE: 10-94 TO 04-95

\* = PARTIAL WEEK

END DATE                      SALES

10-07-94                      18

10-14-94                      8

10-21-94                      26

10-28-94                      1

10-31-94 \*

11-04-94 \*                      7

11-11-94                      8

11-18-94                      4

11-25-94                      15

11-30-94 \*                      5

12-02-94 \*                      4

12-09-94                      14

END DATE

12-16-94                      24

12-23-94                      11

12-30-94                      29

01-06-95                      6

01-13-95                      3

01-20-95                      19

01-27-95                      11

01-31-95 \*                      2

02-03-95 \*                      2

02-10-95                      24

02-17-95

02-24-95                      2

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---  
MENU HELP BACK DONE PG< PG-> EXIT

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ATTACHMENT 6

VSRI15N1

BASIC VOLUME INQUIRIES  
VOLUME HISTORY BY WEEK

06-12-95

17:43

DISPLAY: 2271200 - GLOBE WHOLESALE CO.

RJR SAVINGS

12M CASE EQUIVALENTS

RANGE: 10-94 TO 04-95

\*\* = PARTIAL WEEK

END DATE	SALES
02-28-95 *	9
03-03-95 *	12
03-10-95	13
03-17-95	
03-24-95	8
03-31-95	10
04-07-95	3
04-14-95	25
04-21-95	3
04-28-95	11

END DATE	SALES
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*TOTAL 12M - 284**TOTAL PARTIALS - 17,040*

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10---PF11---PF12---  
MENU HELP BACK DONE PG<- PG-> EXIT

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*Attachment 7*



# PARTNERS Program Enrollment Form - Plan A - Period : May - December, 1995

Updated Through  
Last Input :  
5/1/96

Ship-to Account Name: GLOBE WHOLESALE

Ship-to Account Number: 227120

[Signature]  
Participant Signature

6/7/95  
Date

Important - Read Before Signing

By signing above, Customer agrees:

- to participate in the R. J. Reynolds PARTNERS Program for the current Program Period with a beginning cigarette inventory as set forth below and to accept and abide by all Program requirements, including the Program Rules and Procedures;
  - that information it provides to RJR pursuant to the PARTNERS Program will be accurate, correct and complete and that cigarette sales reported will be bona fide sales;
  - that RJR may in its discretion audit its books and records relating to information submitted pursuant to the PARTNERS Program and/or conduct a physical count of its cigarette inventory and Customer will provide reasonable access to RJR for such purposes; and
  - that providing false or incorrect information to RJR can cause Customer to be disqualified from participation in the PARTNERS Program during the current and future Program Periods.
- the base share of market establishment for Plan A Program objectives will be provided when data is available via your weekly sales information submissions to RJR

Account Inventory (Cartons) 4/28/95 (Inventory supporting documentation must be by UPC for all brands and manufacturers)

*FACTS Ending 5/1/95*

## TOTAL MANUFACTURER

RJR	24,018
PM	59,091
BAT	36,905
LOR	28,231
LIG	1,247
OTHER	1,680
TOTAL	151,172

[Signature]  
R. J. Reynolds Tobacco Company  
[Signature]  
Title  
6/7/95  
Date

Attachment  
8

Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

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Ship-to Account Name: GLOBE WHOLESALE

Updated Through  
Last Input:  
6/6/95

Ship-to Account Number: 2271200

Plan Participation: (Check A or B)

Plan A

Plan B

Customer SOM Determination:

RJR Beginning Period Base SOM: 10.8%

RJR Ending Program Period SOM: 10.8%

Result: (+/-) +0.2%

RJR Sales Less Than 105% of Purchases YES

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>191,397</u>	<u>0.12</u>	<u>\$22,967.64</u>
Savings	<u>12,536</u>	<u>0.08</u>	<u>\$1,002.88</u>
Total Payment			<u>\$23,970.52</u>

Participant Signature

Title

Date

R. J. Reynolds Tobacco Company

Title

Date